

ORDER



Orders

Order / Rev: 712693

Alt Order #: 06309854

Product Desc: HARRIS SURVEY

Estimate:

Flight Dates: 09/16/12 - 09/23/12

Original Date / Rev: 09/11/12 / 09/11/12

Order Type: Political

WUSA

Primary AE: Aaron Ashe

Sales Office: T-WAS

Sales Region: NAT

Agency

Name: National Media, Inc/ POL

Buying Contact:

Billing Contact:

815 Slaters Lane

Alexandria, VA 22314

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Institute for Legal Reform

Demographic: A35+

Product Codes: IS-Issue/Non Ballot

Priority: P-5

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/23/12	5	\$21,500.00	\$18,275.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	5	\$21,500.00	\$18,275.00	0.00
Totals	5	\$21,500.00	\$18,275.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	09/16/12	09/23/12	CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$3,500.00	P-1	0.00	NM	2	\$7,000.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$3,500.00		0.00			
		Week: 09/17/12	09/23/12	-----S		1				\$3,500.00		0.00			
E 2	WUSA	09/16/12	09/23/12	WUSA Bloomberg Gov	CM	Sun 1130a-12p	-----S	:30	1	\$5,000.00	P-3	0.00	NM	2	\$10,000.00
				WUSA Bloomberg Gov											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$5,000.00		0.00			
		Week: 09/17/12	09/23/12	-----S		1				\$5,000.00		0.00			
E 3	WUSA	09/23/12	09/23/12	WUSA Defense News	CM	SU 8-830a	-----S	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
				Defense News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1				\$4,500.00		0.00			
													Totals	5	\$21,500.00